

Message Text

UNCLASSIFIED

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46

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 290920Z JUN 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 2300

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 2801

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, AFSP, SW

SUBJECT: MARKET PROMOTION (PR) CONTRACT FOR STC FOR FY '75

REF: USDOC 8824

1. CONTRACT AUTHORIZED REFTEL APPROVED AND READY TO ENTER INTO FORCE JULY FIRST. COPIES OF CONTRACT, ADDENDUM TO BID SPECIFICATIONS, AND OTHER DATA REQUIRED REFTEL WILL BE FORWARDED AS REQUESTED ASAP.

2. STC APPRECIATES DEPARTMENT'S STRONG SUPPORT OF OUR EFFORTS TO IDENTIFY AND TO SELECT, ON A BID BASIS, A PR CONTRACTOR DEEMED TO BE CAPABLE OF ASSISTING US IN OUR REGIONAL PROMOTION EFFORTS ON BEHALF OF US EXHIBITORS AT STC EVENTS. WE LOOK FORWARD TO THE FY '75 EVENTS PROGRAM WITH RENEWED CONFIDENCE THAT WE CAN SUSTAIN AND IMPROVE THE IMAGE OF THE STC AS US BUSINESS AND INDUSTRY'S PRINCIPAL SHOWPLACE IN NORTHERN EUROPE FOR THE INTRODUCTION OF AMERICAN EQUIPMENT, SYSTEMS AND SERVICES.

3. OUR AGENDA WITH PR CONTRACTOR FOR MEETING WEEK JULY FIRST INCLUDES IN-DEPTH REVIEW EVENTS SCHEDULED FY '75; REGIONAL PROMOTION INITIATIVES (FOLLOWING UP ON REGIONAL COMMERCIAL UNCLASSIFIED

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ATTACHES' CONFERENCE HELD HERE FEBRUARY 22, SEE STOCKHOLM A-61,

MARCH 5, 1974); COOPERATION WITH AND SUPPORT OF REGIONAL CAS' EFFORTS IDENTIFY TRAVEL AGENCY/ORGANIZATION ABLE/WILLING WORK WITH CAS AND STC ON PROMOTION OF GROUP/BUSINESS TRAVEL TO EVENTS AT STC; AND REVIEW WITH USIS/PAO ON FURTHER COOPERATION/ SUPPORT IN OUR REGIONAL PRESS, PROMOTION AND RELATED EFFORTS.

4. FOR CAS: PR CONTRACTOR: BERGSTROM & NISSEN-LIE AB,
P.O. BOX 12176, S-102 25 STOCKHOLM 12. MANAGING DIRECTOR:
JERRY BERGSTROM. BROCHURE AND FULL DETAILS ON FIRM AND ITS
FACILITIES YOUR COUNTRY BEING FORWARDED UNDER SEPARATE COVER.
STRAUSZ-HUPE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 29 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
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Handling Restrictions: n/a
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